



CUSTOMER SUCCESS STORY

**CUSTOMER**

PRD Management, Inc.

**INDUSTRY**

Property Management

**LOCATION**

Merchantville, New Jersey

**Number of Locations**

15

**Number of Employees**

65

**SYSTEM**

Sage MAS 200

**Modules in Operation**

- Accounts Payable
- Bank Reconciliation
- Business Alerts
- Crystal Reports®
- Custom Office
- FAS Asset Accounting
- General Ledger

## PRD Management Keeps Owners and Tenants Happier

Going the extra mile is standard operating procedure at PRD Management, a professional property management company that specializes in subsidized housing. Their innovative services for senior citizens, low-income families, and physically challenged individuals have included New Jersey's first on-site computer learning center in a government housing project, customized facilities to comply with ADA requirements, and various "reward-oriented" practices such as tenant-of-the-month prizes, resident dinners, and individual unit improvements.

PRD's innovative management techniques have earned them numerous state and national awards, including Exemplary Family Project (1998) and Exemplary Senior Housing Complex (1997) from the National Affordable Housing Management Association, and Best Practices Award (2000) from the U.S. Department of Housing and Urban Development (HUD).

### Evicting the Old System

Running the day-to-day operations of 15 large housing complexes in two states



leaves little time for problems with business software. Unfortunately, PRD was having plenty of issues with their existing system. It was inflexible and riddled with bugs. The company lost more than \$20,000 due to an error in the software. They finally lost patience and went shopping for a better package.

### A Better Business Structure

Scott Schaffer, PRD's controller, volunteers on a nonprofit board with an accountant, who recommended Sage MAS 200 ERP. After checking out several competing packages, Schaffer decided to go with the accountant's suggestion, and implemented

**CHALLENGE**

Replace unreliable system with an automated solution that can manage the complex financial operations of a large management company with properties in two states.

**SOLUTION**

Sage MAS 200 financial and Business Alert modules.

**RESULTS**

Comprehensive financial management; custom reporting; superb communication and data flow; immediate red flag of questionable transactions; more control and proactive decision-making.



Your business in mind.

"Business Alerts is a fantastic product. It has saved me a tremendous amount of time, and helps me stay on top of things."

—Scott Schaffer  
Controller  
PRD Management, Inc.

Sage MAS 200 and later the Business Alerts module—definitely the right course of action, he discovered.

Sage MAS 200 is now responsible for "soup to nuts" financial management at PRD. It posts deposits, cuts checks, reconciles bank statements, and most importantly, creates the myriad of government reports that plague any property management firm.

"We're in a 'Mother May I' industry," comments Schaffer, "and each agency has its own specific format for reporting data. So when our reseller designed customized Sage MAS 200 reports, it relieved us of an enormous headache. This function alone should make the product a huge seller."

When the Business Alerts module was released for Sage MAS 200, Schaffer was one of the first in the country to recognize its potential. "I ordered it right away," he says. "It was obvious that the product would help me immensely in communicating with our satellite offices and maintaining better control over our far-flung operations."

Schaffer set up Business Alerts to send him an e-mail whenever an item is over budget or questionable in any way. If the gas bill for a building surpasses the year-to-date allowance, or a property owner writes an unusual check, he knows about it the next morning. "Without Business Alerts, I would have to wait two or three weeks until a formal report was printed," Schaffer notes. "That's way too long for problems to simmer. This way I can strike while the iron's hot."

Business Alerts also sends out automatic reminders to staff members to pay taxes on time, saving Schaffer the trouble of faxing form letters and follow-up notices.

Schaffer has found a novel way to utilize Business Alerts for employee satisfaction purposes, namely for birthdays. The module notifies him a few days before each staff member's big day, so he can send a card or make a personal call. "They're amazed that I remembered," he says. "Okay, so it's not exactly the intended use of the module. But if I have happier employees, I've got a better company."

Schaffer predicts widespread adoption of Business Alerts. "It's a fantastic product," he says. "It has saved me a tremendous amount of time, and helps me stay on top of things. In our line of business, that's what it's all about."

## ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



The Premier Sage Software Business Partner

#### Corporate Offices

Orange County, California  
23161 Mill Creek Drive  
Laguna Hills, California 92653  
Phone: (949) 583.9500  
Toll Free: (800) 425.9843  
Fax: (949) 583.0649

[www.blytheco.com](http://www.blytheco.com)

Atlanta, Georgia  
1100 Johnson Ferry Road, Ste. 450  
Atlanta, Georgia 30342  
Phone: (404) 841.6240  
Toll Free: (800) 455.1368  
Fax: (404) 841.6243

[solutions@blytheco.com](mailto:solutions@blytheco.com)

#### Sage Software Business Partner of the Year

##### Complete Sage Software Solutions

Sage MAS 500 • Sage MAS 200 • Sage MAS 90  
Sage BusinessWorks • Sage SalesLogix CRM • ACT! by Sage  
Sage ABRA HRMS • Sage FAS • Sage MIP Fund Accounting & Fundraising

##### Offices in these cities & states:

Atlanta, GA • Chicago, IL • Los Angeles, CA • Orange County, CA • Tampa, FL  
Colorado • Missouri • New Jersey • Ohio • Oklahoma • Pennsylvania • Tennessee  
Texas • Washington

National Presence - Local Touch

56 Technology Drive • Irvine, CA 92618-2301 • 800-854-3415 • [www.sagesoftware.com](http://www.sagesoftware.com)

© 2006 Sage Software, Inc. All rights reserved. The Sage Software logo and the Sage Software product and service names mentioned herein are registered trademarks or trademarks of Sage Software, Inc., or its affiliated entities. Crystal Reports is the registered trademark and technology of Business Objects SA. All other trademarks are the property of their respective owners.

S/MAS/012 02/06 05-4325/0206